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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * AUGUST 1967



The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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EXTENSION SERVICE

REVIEW

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CONTENTS	Page
4-H Farm Zoo	3
Farmers Want To Know 'Why'	4
Faster, Better Service to Farmers	6
4-H—First Step to Farming Career	8
Medical Self-Help Program	10
'Operation Better Sleep'	12
Resource Development Problems Cross County Lines	14
From the Administrator's Desk	16

The cover: An abundant American harvest pictured in the shadow of Ceres, ancient Roman goddess of agriculture.

Income and Abundance

Achieving abundance is no longer a problem in this country. According to a recent report by the National Advisory Commission on Food and Fiber, "U. S. farmers have the capacity to produce more than their commercial markets will absorb at prevailing prices." This is a result, the commission says, of technology and capital flowing into agriculture faster than the manpower and land they replace have been flowing out.

With abundance at our fingertips, we must turn our attention to planning this abundance to meet our needs. The commission suggests that to accomplish this we must begin a shift from traditional commodity programs to a market-oriented economy. Whether or not this is the answer, changes are sure to come, and change requires education to explain it. This is a job Extension has fulfilled in the past and will find increasingly vital in the future—educating farmers to policy changes, helping marketers improve efficiency, and helping farm people who are displaced from agriculture by technology to find better nonfarm employment. WJW



A kid goat found itself the center of attention when Project Head Start youngsters visited a farm zoo set up by a Tacoma, Washington, 4-H Club.

by
Earl J. Otis
Extension Information Specialist
Washington State University

4-H Farm Zoo

No kid goat ever had more loving attention for two weeks than one belonging to Mrs. Luis Atlee, Tacoma, Washington.

Hand fed with a bottle. Caressed and petted by 900 youngsters.

That's what happened, among other things, when an eager young 4-H Club, along with the help of the Pierce County Extension Service, decided to put together a farm zoo for youngsters.

Project Head Start has twelve centers in the Tacoma area with three classes per center and an average enrollment of from 15 to 17 youngsters per class. They, it was decided, would be the principal target. At the same time, Mrs. Atlee and her charges felt they could accommodate even more little guests so they also looked to regional nursery schools.

Before the two weeks ended, close to 1,000 smiling, laughing youngsters toured the zoo.

The Atlee home is by no stretch of the imagination a farm but they have several acres of ground in the Tacoma suburbs and they've always had more than an average amount of pets

around the place. Dogs, of course. But they have also had some roller pigeons, some tame pheasants, the goat, and a horse. In fact, horses were the hub of Mrs. Atlee's 4-H Club, Four Hooves Each.

By checking with other 4-H Clubs in the area, Mrs. Atlee's young people soon expanded their zoo animals to include rabbits, pigs, chickens, and a burro.

A week before the open house started the 4-H'ers gathered for a work day in order to build pens around a fenced portion of the yard.

During the event, members of the Four Hooves Each took turns acting as tour hosts and hostesses. They were granted half-day excused absences from their schools following formal requests made over the co-signatures of their parents and 4-H county agent Frank Stowe. It was noteworthy that all of the requests were quickly approved by the school officials.

The Tacoma News Tribune sent a reporter and photographer shortly after the zoo opened and a day or so later one-third of the paper's entire

front page was devoted to pictures and copy about the event. It was one of the biggest commendations for 4-H and the Extension Service the paper had ever run. Local weeklies also gave the event excellent coverage.

But, most of all, nearly a thousand youngsters and one kid goat had themselves a "whee" of a time. □

While the kid goat gave its full attention to a bottle of warm milk, this youngster gave her full attention to the animal. She was one of nearly 1,000 who visited the zoo.



The first farmer through the door blinked his eyes in surprise. "This looks like a classroom!" he thought.

And indeed it did. Notebooks and pencils lay on the tables. A lectern sat on a table at the front of the room. A portable blackboard and easel stood nearby.

This was the setting for the first night class for Latah County farmers, held in the basement of the courthouse in Moscow in 1962. The classes were an instant success. And they've increased in popularity ever since.

Nineteen classes on eight different subjects have been presented. These include: livestock production, livestock reproduction, soil and fertilizers, advanced soil and water management, cereal production, scientific weed control, agriculture for bankers, and agricultural business.

One student pointed out, "You get as much out of the classes as you want. We're handed literature to take home for reading, and we're given notebooks and are encouraged to use them for notes."

Another farmer said, "I've seen the effects of fertilizer out in the field, and now I know why they happen."

The success has surprised many people, including the Extension agents. This is because these are no ordinary "hit them once and hope they got it" half-day or full-day workshop sessions.

These are tough brain-straining night classes, held for two hours once each week for six or eight weeks. The students are expected to work in the classes and do homework between classes. Tests are given from time to time. Tuition, ranging from \$5 to \$15, includes a graduation dinner.

According to Latah County Extension agents, Homer Futter and Leonard Burns, the half-day and full-day workshops weren't too popular "... because of paralysis."

The saturation point for learning was reached before the session ended, and the participants mentally tuned out. Or they started thinking about the chores to do at home.

Farmers Want To Know 'Why'

they find out
in Idaho Extension's
brain-straining night classes

by

James L. Johnson
Agricultural Editor
University of Idaho

Futter and Burns don't take credit for the night classes.

"The whole thing started with a request from the Latah County livestock advisory committee," they explain. "They wanted a class that would give them information about animal nutrition. The farmers were deluged with literature about this ad-

ditive and that ration, and they wanted to know some of the basics about animal nutrition so they could be in a better position to interpret this mass of information.

"Furthermore, they expressed the desire to have the sessions at night. After checking with different resource people and finding that we would have

The full gamut of visual aids, such as slide projectors, were used as tools to help gain understanding.





Comradeship developed and learning continued during the refreshment breaks. Here, Leonard Burns, Latah County Extension agent, center, talks with two farmer-students.

plenty of teachers, we proposed the present plan. With some reservations about how it would be accepted, the advisory group finally approved the plan."

The rest is history. However, success wasn't an automatic thing. The Latah County agents faced some tough decisions. The advisory committee had used the term, "basics of animal nutrition."

This raised the question in the agents' minds of how basic is "basic." After considerable thought, they decided the basics must include the physiology of digestion and basic feeds and feeding.

But such deep subjects take time to put across. Could the instructors do this in several two-hour sessions? And would the farmers accept such "heady" material and gain usable knowledge from it?

To make a long story short, the instructors could and the farmers did. In fact, the initial classes were so successful that enrollment has had to be limited in subsequent years.

A bonus value began to emerge shortly after the classes started. Homer Futter explains it this way: "The homogenizing effect is terrific. You start with 25 men who are mostly strangers to each other but each with the same desire to learn. Before too long, they completely identify with the group . . . friendships develop . . . the flow of ideas is free."

During the break and after the formal class period ends, conversation is animated. The instructor and county agent are surrounded and besieged with questions. Knots of men huddle over mutual problems.

The statistics for these night classes are impressive. Enrollment for the nineteen classes since 1962 totals 480. Many farmers take more than one class each year (two or three subjects are offered each year).

Many repeat the same class a second year. Even then over 200 different farmer-students have enrolled since 1962.

Why is this approach successful?

One student gives this answer:

"Latah County is fortunate to have people like Homer Futter and Leonard Burns who will work so hard to make classes such as these a success. I for one appreciate it very much."

Futter credits the farmers' acceptance and enthusiasm as a major reason for the success. As he expresses it: "The farmers are willing to roll up their sleeves and learn something about why and how things happen. They seem to realize they must know more than how to plow and harrow to be successful."

"Certainly these night classes are a different learning experience for the farmers. Interestingly enough, many of the farmer-students took some of the same classes while in college. But this is different. Their attitudes and goals have changed. They work harder, because they have the incentive to do so."

Part of the credit must go to the instructors, whether professors from the University of Idaho, Extension specialists, resource people from the area such as bankers and investment brokers, or the county agents themselves.

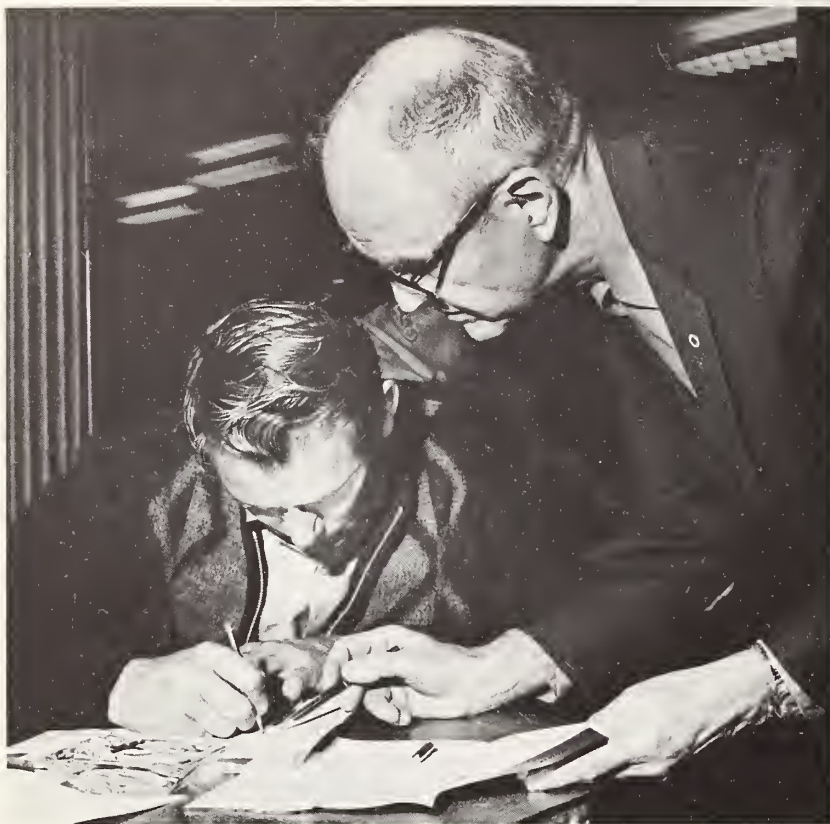
They serve without pay, because they have the desire to help the farmers help themselves.

During the past five years, this approach in teaching new skills and knowledge has been well proven. The very fact that farmers have been turned away because enrollments were filled is ample proof in itself.

What about the future? The night classes will be continued and new courses will be offered.

Leonard Burns also reports, "We hope to expand this type of teaching into other areas, too. One strong possibility is in the 4-H leader training program. Another is the area of production testing for beef animals."

These are only two possibilities. And with each new application of this multiple-class approach to teaching, additional information about its usefulness and the modifications needed for a particular application will be gained and will add to the value of the approach. □



Ralph Hay, right, University of Illinois Extension agricultural engineer, helps a contractor with calculations and note keeping after field readings have been taken.

**Extension/SCS
surveying schools mean**

Faster, Better Service to Farmers

by
Delbert Dahl
Communication Specialist
University of Illinois

Extension renders many important services to farmers indirectly by working through other agencies and service organizations.

Such was the case when University of Illinois Extension agricultural engineers Ralph Hay and Carroll Drablos organized two-day surveying schools for land-improvement contractors. The land-improvement contractors build many of the soil conservation structures for which farmers receive ACP payments.

The schools were held in each of the seven Soil Conservation Service areas in Illinois and were open to the 600 contractors throughout the State.

While the ag engineers hoped to limit attendance to 25 or 30, the average attendance was 33, and 50 contractors attended one school.

Of the 229 contractors who attended the seven schools, 77 were Illinois Land Improvement Contractors Association members. The rest were non-members who learned about the schools through their county farm advisers or SCS officials.

The schools were planned and scheduled after land improvement contractors in Illinois developed a strong interest in learning the surveying skills they need to do their job well.

In order for farmers to receive ACP payments for construction work, SCS technicians must stake out the work and check the various steps in each job. But as more farmers request payment for conservation projects, the SCS workers have not been able to keep up. So the time required to do the job is prolonged while both the farmer and the contractor wait for approval or payments are forfeited.

The contractors felt that if they could check the simpler jobs and be confident their work would meet specifications, they could save time for themselves and for the farmer.

And the contractors point out that some farmers want conservation work done quickly and they don't always want government assistance. If the contractor can follow the SCS guidelines and do a good job in record

time, the farmer will often hire him.

But as J. W. Dollahan, a land contractor from Lawrenceville, Illinois, puts it, "You can pick up only a few surveying techniques by just being around construction work. You often aren't accurate. The schools help you pull together the things you know and teach you the things you don't know."

The seven schools were a cooperative effort by three groups: the Cooperative Extension Service, The Illinois Land Improvement Contractors Association, and the SCS.

On the basis of a pilot school sponsored by the ILICA in 1966, Extension agricultural engineers set up the content of the schools, prepared the teaching materials, publicized each school, and assumed the major part of the teaching.

Here's a run-down of the program for each two-day school:

—The first day started with an introduction to surveying equipment,

its care and handling, and the units of measurement. The engineers then presented the principles of differential leveling and note keeping. These sessions were primarily on a lecture-discussion basis.

—In the afternoon the contractors "took to the field" with surveying equipment to practice differential leveling.

—The second morning the contractors reviewed leveling procedures by solving some field problems.

—The next session included profile leveling and cross section note keeping procedure.

—Back in the field, the contractors made a survey for either a surface drainage ditch or a tile line.

—After lunch they finished their homework with the help of the ag engineers, SCS personnel, and other contractors who had finished the problem.

The ILICA encouraged their 170 members to enroll in the schools. The officers view the schools as another way for ILICA to help members improve the quality of their work and better serve their farmer customers.

The SCS area engineering personnel assisted the University of Illinois instructors at each meeting. And they are planning follow-up with on-the-job visits to help contractors as they use their newly acquired surveying skills.

The benefits of the schools extend beyond the contractors to the farmers for whom they work. The farmer gets done more quickly the work he requests and can be confident that it will be of high quality because the contractor has received special training in the use of surveying equipment. □

One surveying team gets field assistance from University of Illinois Extension agricultural engineer Carroll Drablos, second from left.





4-H—First Step to Farming Career

by
Woody Upchurch
*Acting Agricultural
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North Carolina State University*

A 46-year-old North Carolina farmer has built a career on a 4-H pig project that he started 32 years ago.

Oland Peele, of Wayne County, is still building on that project. It has grown into the major enterprise in his 170-acre diversified farming operation and has earned for Peele the reputation as a producer of some of the highest quality Hampshire swine in the Southeast.

"The swine project got me started in the hog business," the energetic Mr. Peele remarks. "A bred Berkshire gilt that I bought from Clemson University in 1934 started the whole thing.

"Another thing 4-H taught me," he says, "was to use the Extension Service and its programs. We lean heavily on Extension in just about everything we do on the farm. We try to follow their recommendations all the way. The reason is simple. We found out long ago that these recommendations can make money for us."

Peele explained to a Wednesday visitor that he had already called the county agent three times that week, "and I'll probably call him again before the week is out."

Although he has changed breeds, championship swine have been traditional with Oland Peele since he was

14 years old. His first litter of pigs, which was his 4-H project, produced two champions at the 1935 North Carolina State Fair. Since then, the collection of ribbons and trophies has mounted until it creates quite a storage problem for Mrs. Peele.

But Peele's involvement in 4-H and the program's impact on his life go deeper than influencing his career selection. 4-H became woven into the fabric of his life at an early age and continues to be one of the major elements in it.

"In our family," he will tell you, "4-H is a way of life." And if this doesn't give you a quick picture of



At far left, Oland Peele shows a few of his swine trophies, which he displays at his retail sales outlet. The herd boar on the Peele farm, center, was reserve champion at the 1966 State Fair. 4-H champions are traditional in the Peele family—Anthony, at left, displays his swine trophies.

what 4-H has meant to Oland Peele, he adds, "No family has ever benefited more from 4-H than ours has."

These are some of the things he is talking about:

Oland's late brother Aaron was North Carolina's first delegate to 4-H Club camp in Washington. There, Aaron met his wife, a delegate from Louisiana. They had two sons, both of whom were champion 4-H Club members.

Oland likewise attended the national camp in 1938 after he was the State swine judging champ in 1936 and the State pig project winner in 1937. He met his wife through 4-H some years later while they were participating in a 4-H radio program.

They have two sons. Anthony, 16, and Greg, 14, are wrapped up in 4-H work just as their father and uncle were as youths. Greg, at the tender age of 12, set the North Carolina State cotton yield record—for youth and adult—that still stands.

Anthony was State swine winner last year and attended National 4-H Club Congress in Chicago. He also represented his district in the citizenship short course in Washington this June.

In addition, the young Peeles also have the State 4-H cotton demonstration championship in their collection of accomplishments.

A sister of Aaron and Oland, also a club member, has two daughters. You guessed it. They, too, have a string of 4-H achievements to their credit.

"Our parents believed strongly in having the children learn by working," Oland explains. "They encouraged my brother and sister and me to work and learn with 4-H. My wife and I have tried to follow the same pattern with our two boys.

"Anthony and Greg work hard at their 4-H projects. And they do it without being pressured into it. 4-H speaks for itself around our house and my wife and I hold to the idea of letting the boys set their own pace. We don't push them."

Oland believes Anthony and Greg will realize many of the same benefits from 4-H that he has. "One thing I know it will teach them is the value of record keeping. I have swine records that are 30 or more years old. Records are invaluable in managing a farm and swine enterprise," Peele asserts.

"We have been extremely fortunate in Wayne County to have a very competent Extension staff," the farmer added. "Among other things, it has helped us to establish a tradition of outstanding 4-H Club work in our community."

He then proceeded to cite a number of nearby neighbors who have had district, State, and national 4-H winners in their families.

"You have to stay on your toes to keep the 4-H pace around here," he comments. "The competition is terrific."

Oland Peele contributes to local and State 4-H programs through his role as an adult leader, as a former State president of the 4-H adult leaders group, as president of the Wayne County Livestock Development Association since 1948, and as president of the Wayne County Fair since 1949.

He recalls how concerned he was when, as a young man, he was about to be "aged out" of 4-H as an active club member. "But I soon discovered that there are many opportunities for a man to remain active in club work, and I'm thankful for them."

Peele is still looking for new horizons to conquer with that 32-year-old 4-H pig project. Just recently he added a retail pork market to his swine enterprise. He sells sausage and fresh cuts from his purebred Hampshire herd. "The demand is terrific."

This newest project may well be as successful as that first litter of pigs a 14-year-old boy carried to the State Fair in 1935. □



Medical Self-Help Program Has Double Aim

- Community development
- Emergency preparedness

by
Keith Austin
and
Angel Gomez*

A community coordinator for the medical self-help program receives a graduation certificate. Coordinators recruited and assisted local leaders, organized classes, and handled teaching and student materials.

Rural community organization, community leadership development, and increased family emergency preparedness were the objectives of a county-wide Medical Self-Help Program implemented in Taos County, New Mexico.

The agencies cooperating in this county and local community endeavor were the Cooperative Extension Service, Community Action Program, Health Department, Office of Civil Defense, and the VISTA agency.

**Austin, Extension area supervisor, programs, and former New Mexico Rural Civil Defense leader; Gomez, community development agent, Taos County.*

This was New Mexico's first attempt to combine community development and emergency preparedness by organizing a joint county-wide project.

Sixty-nine volunteer leaders from 17 communities were instructed in medical self-help, leadership development, and program organization. Leaders from eight communities have organized and are conducting the 16-hour medical self-help course on a local level.

Taos County is one of New Mexico's more depressed rural counties, with a population of approximately 18,000 persons. Three cultures exist side by side: Anglo, Indian, and Spanish. Ranching, farming, and mining

are the main industries, with recreation and tourism emerging.

A lack of economic and social improvement opportunities has hampered community organization and leadership training for human resource development.

Also, the long distances to medical facilities and the nearness to Los Alamos, a major military area, emphasized the need to develop human skills in emergency preparedness measures for daily as well as disaster use.

Project planning began in April, with plans for medical self-help classes to be conducted in every major community in the county, in both English and Spanish, by local leaders. Implementation of the project started early in September, when Extension community development agent Angel Gomez requested assistance of the county Community Action Program agency and the County Health Department.

As a result, these agencies agreed to co-sponsor the project with Extension, and formed the County Organization Committee. A training session acquainted agency personnel with medical self-help and established project objectives and procedures.

Specific responsibilities were assigned to each agency. The Extension Service was to coordinate program activities, recruit instructors, and provide materials; the CAP agency to take leadership in recruiting com-

munity coordinators and promoting the project; the County Health Department to identify communities with special preparedness needs and to assist in leader recruitment.

Plans were made for a county-wide organizational meeting in October. One coordinator and four leaders were needed from each community for conducting the community program.

The CAP agency contacted all communities, explained the program, and obtained commitments from community residents about attending the organizational meeting. The film "If Disaster Strikes" was used extensively in motivating residents to participate in the program. There were 23 showings to 1,112 persons.

Continuous use was made of press, radio, and medical self-help pamphlets. Follow-up was carried out by telephone and personal contact.

The 31 persons attending the organizational meeting represented 15 of

the county's 17 major communities. They were briefed about the project objectives, medical self-help, and methods of conducting the program.

Each community appointed a coordinator to be the organization committee's community contact, recruit and assist local leaders, organize the class, and handle the teaching and student materials. The leader instruction was scheduled in three locations—northern, central, and southern.

An eight-hour instructor briefing was conducted in Taos by the Extension Rural Civil Defense leader for those persons assisting with community leader instruction. Ten instructors—five VISTA's, two nurses, a school teacher, an Extension agent, and the CAP director—were instructed in subject matter and teaching methods. These instructors taught leaders at three instruction meetings during November.

Sixty-nine community leaders from

17 communities located throughout the county were instructed in teaching medical self-help. Each leader received instruction in three medical self-help lessons and was responsible for teaching the three subjects.

Following the leader instruction, kits were distributed to the community coordinators for use in the different community classes. Each leader was encouraged to recruit four students for the first class.

Classes started the last week of November. Ten communities held classes and 271 persons completed the 16-hour course. The participants in one community encouraged school teachers to teach medical self-help to their high school students, with the result that the community included medical self-help in its high school curriculum.

The six months of planning and organizing preceding this endeavor illustrate the effectiveness of agencies cooperating to organize communities, train community leaders, and increase emergency preparedness.

Although medical self-help received educational emphasis, leaders were given opportunities for developing leadership and organizational abilities that could be applied to other community projects.

A CAP representative stated: "This project is an example of how planning, organizing, and cooperating can contribute to conducting a successful community project in a remote, depressed, rural community."

Community residents, supported by cooperating agencies, are key factors in implementing programs. It is anticipated that the participation in this project will contribute to the completion of the Medical Self-Help Program by many local citizens, and lead to the launching of other community projects. □

Each of 69 local leaders, such as this one, was responsible for teaching lessons on three medical self-help subjects. Each leader recruited four students for the first class.



In North Carolina, you don't say "no" to Genevieve Greenlee. It's impossible.

For the petite Mrs. Greenlee is a woman with a mission—to improve the sleeping conditions of the State's low-income families. With almost zealous appeal, she tells you why an Extension bedding program is needed, indicates her successes and future plans, and gets your commitment to help.

She points out that "despite advances in income, over one-third of North Carolina's families are still deprived."

To determine how she and other Extension specialists and agents could help these families, Mrs. Greenlee reviewed the results of a survey done with low-income homemakers. She discovered these women wanted information on buying bed springs, mattresses, blankets, sheets and pillowcases.

With this in mind, the specialist launched a bedding program designed to: 1) help North Carolina low-income families appreciate the value of making sound decisions to raise their standards of living, 2) improve overcrowded sleeping conditions through the use of clean, comfortable beds, mattresses and other bedding items, and 3) help North Carolina low-income families improve the health and sanitary conditions in the home.

Her motto was "Sleep Clean and Comfortable."

Mrs. Greenlee pinpointed four objectives: 1) to speed up work with low-income families, 2) to interest, motivate and encourage families to sleep clean and comfortable, 3) to teach low-income families the basic principles, skills, and techniques of constructing low-cost quality foam bed mattresses with a professional look, and 4) to encourage homemakers to select household linens that would enable their families to sleep clean and comfortable.

Two years before, a pilot program was launched in a North Carolina county to help low-income families

North Carolina's mattress-making project has far-reaching effects

'Operation Better Sleep'

by

Janice R. Christensen
Extension Home Economics Editor
North Carolina State University

make cotton mattresses. In 1½ years, participants made 58 mattresses for \$20 each. Mrs. Greenlee concluded that she must find a material lower in cost and easier to use than cotton.

After many conferences and visits with North Carolina textile manufacturers, she discovered 4- to 6-inch thick slabs of urethane foam could be used successfully for comfortable bed mattresses and could be purchased at a cost within the reach of low-income families.

In 1966 "Operation Better Sleep" began in 25 counties.

Reports show that 1,064 professional and non-professional leaders attended 53 office conferences. These individual conferences, lasting three hours, gave Mrs. Greenlee a chance to familiarize county resource per-

sonnel with the mechanics of the bedding program.

She set up a display of sample foam products and ticking, a baby crib mattress, a miniature bed mattress, and the supplies and equipment needed to do the job.

Mrs. Greenlee believes this display did much to help interest county leaders in the program.

She compiled a bedding program kit which included the names and addresses of equipment suppliers and outlined the guidelines needed to plan workshop training meetings for professional and non-professional leaders.

The specialist held 39 two-day leader training workshops to teach the leaders skills and techniques involved in the construction of the foam mattresses.

Mrs. Greenlee indicates that 1,114



Mrs. Genevieve Greenlee, right, shows the techniques used in making a mattress to Mrs. Elizabeth Meldau, standing, Extension home economics agent, Orange County, and two Orange County community leaders.

persons worked cooperatively as teammates to make and complete 245 mattresses in these workshops. An additional 455 interested persons visited the training schools to hear about and to see the mattresses during construction.

To expand the program further, 25 Extension home economics agents and 10 Welfare Department representatives held 10 leader training workshops to teach the skills to 108 welfare homemakers, aides, and recipients.

Also 491 non-professional leaders from 25 counties trained 1,735 additional sub-layer leaders in the skills of mattress making. "These sub-leaders will teach others and the bedding program should expand proportionately," Mrs. Greenlee observes.

Who made mattresses? Mrs. Greenlee states that 814 Extension Home-

makers' Club leaders, 1,253 additional Extension Homemakers Club members, 947 non-Extension homemakers, 682 young homemakers, 303 community development club members, 19 4-H'ers and 374 Welfare homemakers, aides, and recipients helped make the 1,509 mattresses made thus far.

Mrs. Greenlee believes the mattress-making project has started a chain reaction. "Once families improved sleeping conditions, they took an interest in the care of bedding, room decoration and accessories, storage, lighting, and improved health and sanitation," she says.

For example, one mattress initiated a year's help program with a welfare recipient. A leader covered a mattress for a young homemaker and delivered it to her house. What she found was "deplorable."

She asked for a conference with the case worker and her Extension agent, and, as a result, the leader was made guardian for this mother and her three children.

Members of the local Extension Homemakers, 4-H, and community development clubs also pitched in to help what seemed to be a hopeless family.

A better house was secured and the surroundings were cleared by community men leaders. Extension Homemakers Club members worked on window treatments, refinished furniture, and taught the young woman to clean house and to plan and prepare nutritious meals.

At the time the leader started working with this family, it had only an old tin heater for heating and cooking purposes, two broken-down beds, and an old trunk. Today the family has convenient and comfortable furnishings donated and renovated by community members.

Not only did the furnishings improve; the family changed, too. The once shy family is now a happy, clean family. The mother talks about education, a clean house, and going to church.

The family has developed teamwork, values, personal hygiene, love, and understanding and is now earning its way, rather than relying on welfare aid alone.

"One \$16 mattress brought about a new family and involved a total county in believing that people can and will change if we view what seems to be the problem only as a symptom," Mrs. Greenlee relates.

Thirteen other leaders are aiding similar families as a result of this family's improvement. School and church officials have also been inspired and are offering their help.

Mrs. Greenlee has other success stories to tell. Perhaps they aren't so far-reaching as this one—yet each one is meaningful.

That's why in North Carolina you don't say "no" to Genevieve Greenlee. You pitch in and help. □

by
R. B. Schuster
*Extension Resource
Development Leader
University of Wisconsin*

Resource Development Problems Cross County Lines . . .

**so do Extension attempts
to solve them
in Northwest Wisconsin**



Roger Doebr, left, listens to Robert Kinney, Sawyer County resource development agent, and Adrian DeVriend, area forestry utilization agent, as they discuss rough sawn lumber grades and quality at his Hayward lumber company.

Although vacationers are intrigued by the rustic wilderness of Wisconsin's northwest, the residents, plagued by a lagging economy and confronted with great distances from University of Wisconsin campuses, have long been isolated from the mainstream of Wisconsin progress.

University Extension has always recognized that county boundaries do not confine problems. When the area Extension office opened in 1959 at Hayward, the channels were established to bring more highly specialized University knowledge and resources to bear on some of the immediate problems facing the 10-county region.

Sherman Weiss, area resource development agent, became the first area agent in Wisconsin. As his workload increased, a home economics agent and a forestry agent joined the staff.

The three area agents supplement county staff resources, identify problems, and provide leadership. They work with agents in preparing major project plans in recreation, industrial development, forestry and other natural resources, home economics, and community development.

They also provide training for county resource agents, especially in forest utilization and marketing, and economic resource development.

How are these efforts of county and area staff coordinated? How effective is the area approach? The story of Big Bear Lodge at Winter is one illustration.

Big Bear has been a family resort since the Ballaghs bought it in 1946. The family recognized the importance of orderly expansion, but they didn't know how or where to begin.

They spent several years consulting

and planning with Extension area and county agents and State specialists in architecture, institution management, and home furnishings.

Sherman Weiss helped the Ballaghs outline a three-year projection of the business which was needed to justify a \$50,000 loan. The loan was approved by the Small Business Administration, and remodeling began in 1964.

Mary Lukes, area home economist, called in Mary Mennes, State specialist in institution management. After many hours of analyzing the Ballaghs' needs, they planned an efficient kitchen layout and provided advice on equipment, furnishings, and interiors. The Extension home economists showed the Ballaghs how to prepare food cost projections, establish prices, and plan appealing menus.

Restaurant seating capacity in-



Mary Hoffman, Sawyer County home economics agent, left; Sherman Weiss, area resource development agent, second from left; and Mary Lukes, area home economics agent, second from right, meet with owners of Big Bear Lodge to review the remodeling and expansion plans.

creased from 45 to 150. One of the most popular additions was the dining balcony overlooking the river.

Dollars tell the real success story. The first season after remodeling, business volume almost tripled. The Ballaghs were able to double their \$700 monthly payments several times and pay cash for new equipment. According to Josie, "Now in one month we take in what we used to make in a year."

The area Extension staff uses reports from county citizen planning groups to identify problems of general concern. A recent study of area Over-all Economic Development Plans revealed that several counties had recommended action to improve sewer and water problems in their communities.

The area staff, in cooperation with county agents, worked with community leaders to help prepare proposals to qualify for Federal funds to initiate these improvements.

Considerable effort of the area agents is directed toward improving the general economy through educational programs and personal consultations.

They helped one county to open a

pilot Small Business Development Center for making Economic Opportunity loans. The area staff served as consultants to the Center's committee and helped process the loans.

The area office advises other clients, including development corporations, on the types of loans available from various sources.

Requests for help and educational programs come to the area office from many individuals. For example, the area staff is currently involved in a feasibility study of the manufacture of oval picture frames. An area resident expressed interest in starting this industry which would profitably use local raw materials, talents, and equipment.

A major problem identified by citizen planning groups is the shortage of qualified labor to meet seasonal demands of the recreation industry. To improve this situation, Mrs. Lukes and county home economists developed a series of Extension courses to train local women for these jobs.

Classes in waitress training, hotel-motel service, and schools for cooks are scheduled regularly. During the last two years 136 women and high school girls have completed the 8-session waitress training courses.

Ninety percent were hired by area food service establishments.

Mrs. Lukes, aided by county home economists, wrote the course outline for the 22-week cooks' schools offered through the State vocational schools under the Manpower Development and Training Act. The home economists also teach some of the classes.

To develop the course, Mrs. Lukes talked to resort and restaurant owners to find out what is required of cooks. As a part of the training, one class prepared a meal for members of the county resort association and the county board recreation committee.

It was served by the women in the waitress training course. After dinner, guests and students discussed various aspects of employee-employer relationships for improved food handling services.

Small-volume businesses, many operated on a shoestring, comprise most of the recreation-resort industry. Extension-sponsored upholstery workshops during the winter help the operators pare furniture replacement costs.

A major emphasis of Adrian DeVriend, forestry utilization agent, has been to help the area move from a pulpwood-based economy, where most raw materials are exported, to the development of local forest-based industries. This requires comprehensive feasibility and marketing studies.

DeVriend is also investigating the possibility of establishing a marketing cooperative where small producers can pool their product to meet large orders and gain a better bargaining position.

In northern Wisconsin the area Extension office, complementing and assisting with county Extension programs, provides the linkage to University resources.

As a result, community leaders cooperate to solve a common problem, an important loan is successfully negotiated, a new industry starts hiring and producing, a local business streamlines production—all indicators of greater economic and social development in the area. □

From The Administrator's Desk

Extension's Stake and Responsibilities in Agricultural Statistics

Extension programs will never be any better than the scientific knowledge on which they are based. They will never be any more effective than the confidence that our clientele have in the sources of this knowledge.

Reliable and unbiased agricultural statistics—statistics on agricultural prices, production, and available supplies of agricultural products—have enhanced the quality of Extension programs throughout the existence of Extension. The USDA's Statistical Reporting Service provides most of these statistics.

Recent developments have raised questions among farmers, ranchers, and marketing groups about these statistics. How good are they? What effect do they have on farm prices? Who do published statistics help most?

The relevant facts concerning these questions are:

The historic level of accuracy of SRS national average for all estimates is about 98 percent. Even at this high level of accuracy, it is sometimes claimed that SRS estimates adversely affect the pocketbooks of producers and marketers, and SRS is working to raise the accuracy to an even higher level. Imagine the chaos that would develop in our production and marketing system if estimates at this high level of accuracy were not available. Each producer and each group would have to make decisions on their own individual estimates based on such data as their meager resources would support.

SRS estimates are based on a scientific probability sample. A rudimentary knowledge of statistical probability tells us that in the long run the estimates do not benefit either the seller or the buyer at the expense of the other.

The interpretations of SRS estimates provided by Extension, other agencies, and groups place small farmers, processors, and marketers on a more equal footing in

making decisions than is readily apparent. It's true that some individuals and firms are more flexible and can make adjustments to take advantage of estimates quicker than others, but any advantage arising from this is not because of the superior information they possess.

Two alternatives are available for improving the accuracy of SRS estimates. One is to improve the quality of the raw data reported by farmers. The other is to improve the interpretation of data being reported by farmers.

Extension's opportunities and responsibilities center around the first alternative. Our responsibilities include:

1. Making sure reporters understand the value of maintaining accuracy in data reported at the maximum feasible level.
2. Making sure prospective reporters understand that by cooperating they will help attain adequate sample distribution, and that SRS estimates will be improved and be more useful.
3. Making sure prospective reporters understand that data furnished to SRS concerning their farm business are confidential. (The individual reports are *not* made available to any other Federal or State agency, including the Internal Revenue Service.)
4. Making sure farmers understand that SRS estimates do not in the long run benefit one group at the expense of the other.

We have our opportunities here to improve Extension programs by using our motivational skills to get improvement in the knowledge bank that supports Extension programs. We can also add to confidence in Extension programs by adding to the confidence our clientele places in information used by Extension workers. □

N. P. Ralston, Deputy Administrator